

# The Agritourists Are Coming!

## Are YOU Ready?

More than ever before, tourists, school groups and visitors from near and far are looking for "on the farm" experiences.

- They're coming to learn and to have fun.
- They're coming to buy.
- And they can increase your bottom line.

Farmers across the country are discovering the economic benefits of reaching out to tourism markets. They're offering local products, educational programs, and new ways to enjoy their sites.

Agritourism is expected to increase 30% per year over the next decade. There are many options and opportunities for you to increase your business and income.

And **Rhode Island FarmWays** is the program to help you get ready!

## RICAPE Can Help

Through participation in the **Rhode Island FarmWays** program we will work with you to:

- Increase agritourism on your site
- Develop and market your own products and services
- Attract more students and visitors
- Expand your educational & recreational programs and activities
- Adapt your site to meet different needs
- Enhance your tourist amenities
- Keep RI's farms visible and economically viable

## Rhode Island FarmWays

Whether you are new to agritourism or already welcome folks to your site, the Rhode Island FarmWays program--run by the RI Center for Ag Promotion and Education (RICAPE)-- can help you succeed. We offer:

- Professional development and training
- Consultations
- Research and assessments
- Marketing support and outreach
- Liaison with press and media, RI's tourism councils, and professional tour operators
- Coordination and networking
- Funding identification and grants for demonstration projects and business development

### **Rhode Island FarmWays...Just for You!**

*August-December, 2004*

We'll come to your site to assess your needs.

*January-May, 2005*

We'll be conducting a host of training programs.

*April, 2005*

You'll be invited to the first RI Agritourism and Direct Marketing Summit.

## Interested? Respond Now.

**Call or e-mail us today** to be in on the first phase of this exciting new program. You'll receive a regular delivery of great ideas and information. And you'll be ready when visitors arrive!

Stu Nunnery  
RICAPE, Executive Director

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Rhode Island Center  
for Agricultural Promotion  
& Education



## Rhode Island Department of Environmental Management

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Division Of Agriculture & Resource Marketing

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Dear Farmer:

I am pleased to participate in and support "Rhode Island FarmWays" as a vital component of farm viability efforts in Rhode Island.

Rhode Island FarmWays is an outgrowth of a partnership between the RI Center for Agricultural Promotion and Education, Division of Agriculture/RIDEM and University of Rhode Island, College of Environment and Life Sciences, Office of Cooperative Extension to develop and promote agritourism in Rhode Island. The project is funded in part by a grant from the USDA Sustainable Agriculture Research and Education Program.

Rhode Island is blessed with many farms and agricultural sites which are tourist and visitor destinations (or have the potential to be), for local fresh produce in addition to their proximity and value in relation to scenic sights and pathways, cultural and historic locations. "Agritourism" utilizes and promotes the agricultural, natural and historic etc. assets of the farm as a draw for visitors, which also benefits the direct marketing of your local farm products. Based on recent USDA figures on per farm marketing sales (e.g. farmers markets, roadside stands), Rhode Island is, in fact, ranked second nationally. This demonstrates the public's interest in purchasing local farm products directly from the farm, and how we believe it can be further enhanced for your benefit and that of agriculture in general in Rhode Island.

Agritourism and the Rhode Island FarmWays program are components of overall farm viability goals and efforts in Rhode Island. Agriculture is an important component of our quality of life, history and economy, and vital to maintaining access to our many local and varied farm products, including fruits and vegetables, nursery, greenhouse, dairy and beef and a wide variety of value added products, as well as providing a full menu of farm experiences.

Please consider participating in the Rhode Island FarmWays program.

Sincerely,

Kenneth D. Ayars, Chief  
Division of Agriculture, RIDEM